

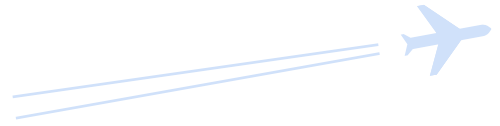


Google Travel

# APAC's Top Destinations



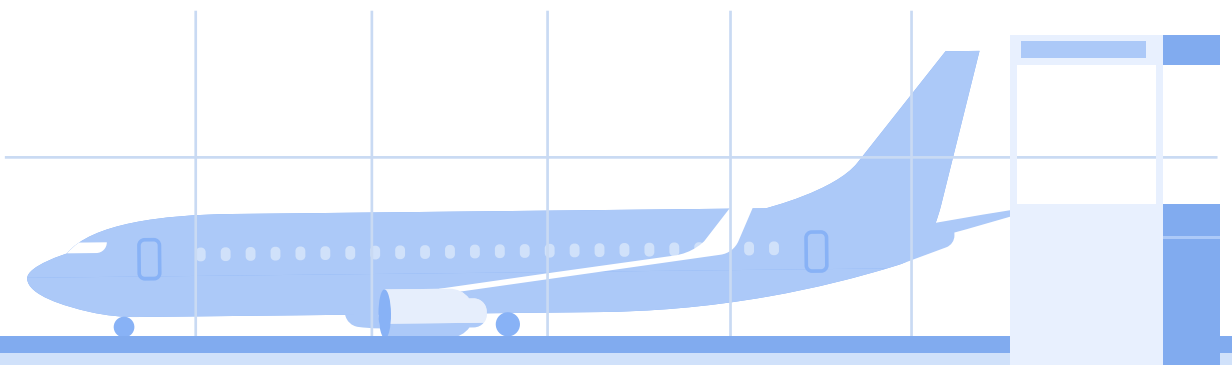
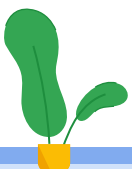
April 2023



# Market Snapshots

Click to explore

- 1 Australia
- 2 Hong Kong
- 3 India
- 4 Indonesia
- 5 Japan
- 6 Korea
- 7 Malaysia
- 8 New Zealand
- 9 Philippines
- 10 Singapore
- 11 Taiwan
- 12 Thailand
- 13 Vietnam



# Australia



## Discover the top searches for outbound and inbound travel in Australia

### Most searched countries/territories

1. Indonesia
2. United States
3. New Zealand
4. United Kingdom
5. Thailand

### Most searched cities

1. Denpasar
2. London
3. Auckland
4. Nadi
5. Honolulu

### Cities seeing the highest increase in demand

1. Tokyo
2. Barcelona
3. Guangzhou
4. Beijing
5. London

### Countries/territories that travelers are coming to Australia from

1. United Kingdom
2. United States
3. New Zealand
4. India
5. Singapore

## In the past 30 days...



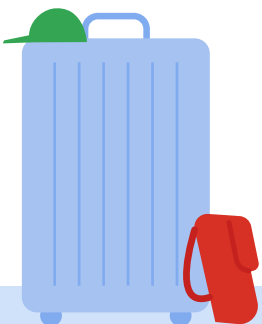
“**visit japan web**” is a **breakout** search term.



“**best travel pillow**” has seen a **350%** increase in search queries.



“**viator**” has seen a **130%** increase in search queries.



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Destination Insights



# Hong Kong

Discover the top searches for outbound  
and inbound travel in Hong Kong

## Most searched countries/territories

1. Japan
2. China
3. Thailand
4. Macao
5. United Kingdom

## Most searched cities

1. Bangkok
2. Osaka
3. London
4. Tokyo
5. Cotai

## Cities seeing the highest increase in demand

1. Cotai
2. Shanghai
3. Taipei
4. Macao
5. Beijing

## Countries/territories that travelers are coming to Hong Kong from

1. Singapore
2. United States
3. Philippines
4. Taiwan
5. Japan

In the past 30 days...



“rakuten jp travel”  
is a **breakout**  
search term.



“trip.com 優惠碼”  
has seen a **350%**  
increase in  
search queries.



“美食之旅旅行團”  
has seen a  
**250%** increase in  
search queries.



Explore Global  
Travel Trends

Destination Insights

Sources: Destination Insights: 23 Jan - 23 Mar 2023, Google Trends data: 28 Feb - 24 Mar 2023  
A breakout search term is one that grew by more than 5000% in the requested time period





# India

## Discover the top searches for outbound and inbound travel in India

### Most searched countries/territories

1. United Arab Emirates
2. United States
3. Canada
4. Thailand
5. United Kingdom

### Most searched cities

1. Toronto
2. Bangkok
3. Denpasar
4. Malé
5. Kathmandu

### Cities seeing the highest increase in demand

1. Calgary
2. Toronto
3. Vancouver
4. Paro
5. Singapore

### Countries/territories that travelers are coming to India from

1. United Arab Emirates
2. United States
3. United Kingdom
4. Canada
5. Saudi Arabia

## In the past 30 days...



“one day trip near bangalore” has seen a **150%** increase in search queries.



“qatar airways” has seen a **130%** increase in search queries.



“kerala tour packages” has seen a **60%** increase in search queries.



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# Indonesia

Discover the top searches for outbound  
and inbound travel in Indonesia

## Most searched countries/territories

1. Australia
2. Malaysia
3. Thailand
4. Saudi Arabia
5. Singapore

## Most searched cities

1. Kuala Lumpur
2. Bangkok
3. Singapore
4. Sydney
5. Melbourne

## Cities seeing the highest increase in demand

1. Hong Kong
2. Riyadh
3. Montpellier
4. Jeddah
5. Tokyo

## Countries/territories that travelers are coming to Indonesia from

1. Australia
2. India
3. United States
4. Singapore
5. Germany

In the past 30 days...



“perjalanan korea ke indonesia berapa jam” is a **breakout** search term.



“business trip adalah” has seen a **1950%** increase in search queries.



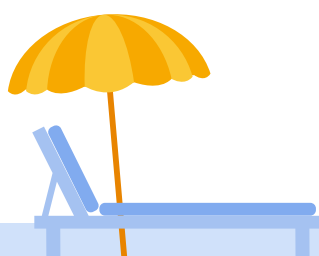
“travel terdekat dari lokasi saya” has seen a **400%** increase in search queries.



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Destination Insights

Sources: Destination Insights: 23 Jan - 23 Mar 2023, Google Trends data: 28 Feb - 24 Mar 2023  
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# Japan



## Discover the top searches for outbound and inbound travel in Japan

### Most searched countries/territories

1. United States
2. South Korea
3. Thailand
4. Philippines
5. China

### Most searched cities

1. Honolulu
2. Bangkok
3. Manila
4. Shanghai
5. Seoul

### Cities seeing the highest increase in demand

1. Miami
2. Dalian
3. Beijing
4. Honolulu
5. Shanghai

### Countries/territories that travelers are coming to Japan from

1. Taiwan
2. Hong Kong
3. United States
4. Singapore
5. South Korea

## In the past 30 days...



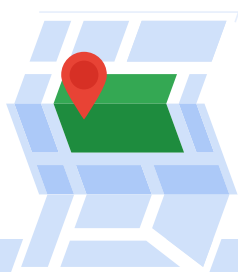
“アバトラベル” is a **breakout** search term.



“旅行支援 4 月以降” has seen a **1100%** increase in search queries.



“楽天トラベル スーパーセール” has seen a **600%** increase in search queries.



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# Korea

Discover the top searches for outbound  
and inbound travel in Korea

## Most searched countries/territories

1. Japan
2. United States
3. Thailand
4. Vietnam
5. Philippines

## Most searched cities

1. Osaka
2. Bangkok
3. Fukuoka
4. Tokyo
5. New York

## Cities seeing the highest increase in demand

1. Ulaanbaatar
2. Denpasar
3. Kuala Lumpur
4. Hong Kong
5. Beijing

## Countries/territories that travelers are coming to Korea from

1. Japan
2. Singapore
3. Taiwan
4. United States
5. Hong Kong

## In the past 30 days...



“지구마블 세계여행”  
is a **breakout**  
search term.



“유럽 지도”  
has seen a  
**190%** increase in  
search queries.



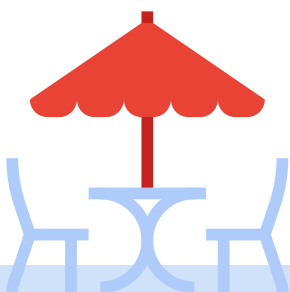
“담양 여행”  
has seen a  
**160%** increase in  
search queries.



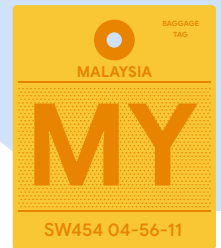
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# Malaysia

## Discover the top searches for outbound and inbound travel in Malaysia

### Most searched countries/territories

1. Thailand
2. Indonesia
3. Australia
4. Japan
5. China

### Most searched cities

1. Bangkok
2. London
3. Denpasar
4. Singapore
5. Melbourne

### Cities seeing the highest increase in demand

1. Beijing
2. Shanghai
3. Guangzhou
4. Hong Kong
5. Swan Bay

### Countries/territories that travelers are coming to Malaysia from

1. Singapore
2. Australia
3. Indonesia
4. India
5. United Kingdom

## In the past 30 days...



“**sekatan perjalanan imigresen**” is a **breakout** search term.



“**klook malaysia**” has seen a **200%** increase in search queries.

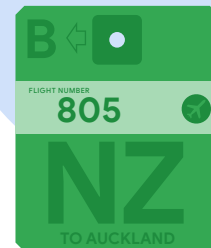


“**travel agency penang**” has seen a **180%** increase in search queries.



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# New Zealand

Discover the top searches for outbound and inbound travel in New Zealand

## Most searched countries/territories

1. Australia
2. United States
3. Fiji
4. United Kingdom
5. Indonesia

## Most searched cities

1. Sydney
2. Melbourne
3. Brisbane
4. Nadi
5. Gold Coast

## Cities seeing the highest increase in demand

1. Kuta Selatan
2. Rome
3. Phuket
4. Houston
5. Sunshine Coast

## Countries/territories that travelers are coming to New Zealand from

1. Australia
2. United States
3. India
4. United Kingdom
5. Canada

In the past 30 days...



“**scti travel insurance**” is a **breakout** search term.



“**travel agency**” has seen a **60%** increase in search queries.



“**best travel insurance nz**” has seen a **50%** increase in search queries.



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# Philippines

Discover the top searches for outbound and inbound travel in Philippines

## Most searched countries/territories

1. United States
2. Thailand
3. Japan
4. United Arab Emirates
5. Australia

## Most searched cities

1. Bangkok
2. Dubai
3. Osaka
4. Los Angeles
5. Sydney

## Cities seeing the highest increase in demand

1. Hong Kong
2. Riyadh
3. Taipei
4. Vancouver
5. Tokyo

## Countries/territories that travelers are coming to Philippines from

1. United States
2. Japan
3. Canada
4. Australia
5. United Arab Emirates

In the past 30 days...



“visit japan web” is a breakout search term.



“travel brochure tagalog” has seen a 300% increase in search queries.

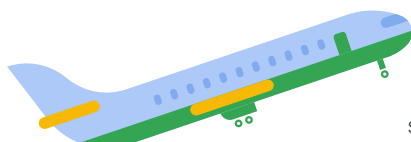


“philippines to canada travel time” has seen a 250% increase in search queries.



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# Singapore

Discover the top searches for outbound  
and inbound travel in Singapore

## Most searched countries/territories

1. Malaysia
2. Thailand
3. Indonesia
4. Australia
5. India

## Most searched cities

1. Bangkok
2. Kuala Lumpur
3. Denpasar
4. London
5. Sydney

## Cities seeing the highest increase in demand

1. Hong Kong
2. Shanghai
3. Guangzhou
4. Tokyo
5. Taipei

## Countries/territories that travelers are coming to Singapore from

1. Australia
2. India
3. United States
4. Indonesia
5. Malaysia

## In the past 30 days...



“**booking.com  
singapore**” is  
a **breakout**  
search term.



“**trip.sg**” has  
seen a **190%**  
increase in  
search queries.



“**short trips  
from singapore**”  
has seen an **80%**  
increase in  
search queries.



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# Taiwan



## Discover the top searches for outbound and inbound travel in Taiwan

### Most searched countries/territories

1. Japan
2. Thailand
3. South Korea
4. China
5. Hong Kong

### Most searched cities

1. Tokyo
2. Osaka
3. Bangkok
4. Kyoto
5. Seoul

### Cities seeing the highest increase in demand

1. Hong Kong
2. Shanghai
3. Busan
4. Cebu City
5. Xiamen

### Countries/territories that travelers are coming to Taiwan from

1. Hong Kong
2. Japan
3. Singapore
4. United States
5. Malaysia

## In the past 30 days...



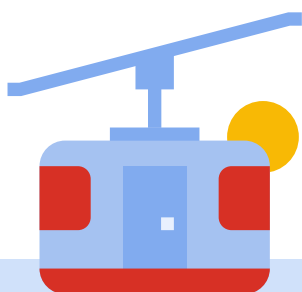
“**美食之旅旅行團**”  
is a **breakout**  
search term.



“**round trip**”  
has seen a **250%**  
increase in  
search queries.



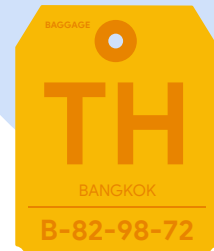
“**行李箱推薦**”  
has seen a **250%**  
increase in  
search queries.



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Destination Insights

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# Thailand

Discover the top searches for outbound and inbound travel in Thailand

## Most searched countries/territories

1. Japan
2. Australia
3. India
4. Laos
5. Vietnam

## Most searched cities

1. London
2. Osaka
3. Denpasar
4. Vientiane
5. Kuala Lumpur

## Cities seeing the highest increase in demand

1. Hong Kong
2. Shanghai
3. Guangzhou
4. Paris
5. Dubai

## Countries/territories that travelers are coming to Thailand from

1. India
2. Germany
3. Singapore
4. United Kingdom
5. United States

In the past 30 days...



“เกาะสีชัง เดิมทาง” is a **breakout** search term.



“ท รี ป เกาะ กูด” is a **breakout** search term.



“allianz travel insurance” is a **breakout** search term.



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# Vietnam

Discover the top searches for outbound  
and inbound travel in Vietnam

## Most searched countries/territories

1. Thailand
2. Cambodia
3. Australia
4. Indonesia
5. Japan

## Most searched cities

1. Bangkok
2. Phnom Penh
3. Denpasar
4. Melbourne
5. Sydney

## Cities seeing the highest increase in demand

1. Guangzhou
2. Amsterdam
3. Toronto
4. Vancouver
5. Shanghai

## Countries/territories that travelers are coming to Vietnam from

1. United States
2. Japan
3. Australia
4. Singapore
5. India

## In the past 30 days...



“**traveling hay travelling**” has seen a **110%** increase in search queries.



“**visa du lịch trung quốc**” has seen an **80%** increase in search queries.



“**du lịch nhật bản tự túc**” has seen an **80%** increase in search queries.

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